



**Broadband Technology Opportunities Program  
Public Computer Centers Program – Sustainable Adoption Program**

<b>Submitted Date:</b> 8/18/2009 4:34:31 PM		<b>Easygrants ID:</b> 3444	
<b>Funding Opportunity:</b> Public Computer Centers and Sustainable Broadband Adoption		<b>Applicant Organization:</b> Eagle Communications, Inc.	
<b>Task:</b> Submit Application - Non-Infrastructure Programs		<b>Applicant Name:</b> Mr. Kurt K David	

Applicants must commit to substantially completing their Project (as defined in the NOFA) within two years of the award date, and completing the Project within three years of the award date.
Applicants must credibly demonstrate that their Project advances at least one of the five statutory purposes for BTOP.
Applicants must demonstrate that but for Federal funding they would not have been able to complete their project during the grant period.
The budget for the project must be reasonable and all costs must be eligible.

**6-d.** Applicant is providing matching funds of at least 20 percent towards to the total eligible project costs or is requesting a waiver of the matching requirements.  
**Yes**

**Matching Fund Waiver Request Explanation**

## **C. Executive Summary**

### **7. Executive Summary of Overall Proposal:**

#### **C. Executive Summary**

##### **a. Statement of Problem/Need**

Eagle Communications has been serving Northwest and North Central Kansas with communication solutions for over 50 years. During this time we have seen, and the census has shown, a significant decline in population over that same period. Children continue to leave these rural areas while fewer and fewer return. Schools are being consolidated and other significant measures are taking place in order to survive in this environment. From a broadband standpoint, adoption rates have lagged behind national rates over the last 10 years. There are two main reasons for this; one being the lack of affordable broadband and the second being an older demographic of people. In order to “catch up” with the national adoption rates new and



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different approaches will need to be developed that embrace current and future technologies.

**b. Overall Approach**

Due to the small population centers in Northwest and North Central Kansas we believe our approach to Broadband Adoption needs to be mobile. We believe an interactive experience needs to be created that sticks with people since we learn best by doing. An environment that is centered around learning with hands on classroom experience and state of the art technology will be created. The approach has many similarities to Disney's Epcot Center; it's educational and fun for all ages. We will be able to park our handicap accessible mobile adoption broadband lab (MABL) in front of a grade school or high school, Library, Senior Center, County Fair, the State Fair, Main Street, or anywhere people are willing to gather, whether inside our footprint or not. This MABL will be able to be connected to multiple forms of broadband, DSL, FTTx, Cable, Cellular and Wireless allowing us to demonstrate all of the ways broadband can be accessed and utilized. We will be able to do everything from demonstration on broadband equipment to trainings on how to setup and access e-mail to completing a video conference call. We will also put together an incentive for people who attend our Broadband Adoption training. They will have the ability to purchase the required equipment to setup a home network, including a workstation, at a reduced group rate with a low interest monthly payment plan.

**c. Areas to be served**

Although the focus will be within our footprint of Northwest and North Central Kansas, the sky is the limit since this mobile unit will be able to travel hundreds of miles in a single day to reach any targeted spot. As mentioned above, our focus will be both young and old. The focus on the older generation will demonstrate capability and ease of use, followed up by training sessions. The younger generation will be to generate excitement about the technology with encouragement to inform and engage their parents, inviting them to the next session. The 38 communities within the region of Kansas where we focus our effort consist of a combined population of 72,159. We believe we could touch 5% of this population or 3,600 people each year with our MABL.

**d. Qualifications:**

"Shovel Ready" and digging since 1946, Eagle Communications, Inc. has a long history of partnerships in successful efforts to revitalize the economic climate in Rural Kansas. Eagle has worked with many levels of economic strata in these communities including cities, schools, hospitals, Main Street businesses, home based businesses, and individual residents in facing their challenges to compete in the 21st century. People in Rural America face the same challenges that Urban American residents do in competing for goods and services; however,



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access to affordable broadband services has not been made available at the same level as in Urban America. Eagle comes to these communities with the premise that if broadband was not affordable then it was not truly accessible. Eagle then does what is necessary to make it both affordable and accessible. Along with dedicated fiber, shared fiber, and cable Internet in town, Eagle has also partnered with Rural Farmers COOP businesses to offer broadband via commercial grade wireless to our most rural areas. Through Eagle's partnerships and drive to deliver affordable and accessible broadband services to the underserved residents of Rural Kansas these communities have made progress in the economic and quality of life challenges they face.

Eagle Communications, Inc is a Kansas based broadband services company with over 250 employee owners via an Employee Stock Ownership Program. For over a decade Eagle Communications has brought high quality high speed Internet to homes and businesses through both hybrid fiber-coax systems and wireless technology.

e. Jobs

This initiative will create two jobs. It will take two people to operate the MABL effectively. Whether you are conducting a training session or a demonstration there will always be a need for two people to keep the session running smoothly.

f. Overall Cost of the Project:

The overall cost of this project will be \$745,750. This includes the purchase of two computers for \$2,000, a printer for \$200, and a fax machine for \$200. The project will also require a grant for \$20,000 which consists of \$12,000 in travel expenses and \$8,000 in Salaries for each year in operation plus 5% of annual increase plus \$13,600 each year for employee benefits. There is also a need of \$2,000 each year for broadband adoption materials.

## D. Project Purpose

### Project Purpose: Recovery Act & BTOP Objectives

#### 8. Project Purpose

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Broadband adoption is a significant factor in rural America. This lack of adoption is negatively impacting our county's economy. Billions of private capital dollars have been spent in rural